

90TH CONGRESS

1ST SESSION

S. 2395

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¹ not measurable (oldest) site is 1990 date of 1990-01-01

IN THE SENATE OF THE UNITED STATES

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SEPTEMBER 12 (legislative day, SEPTEMBER 11), 1967

Mr. KENNEDY of New York (for himself and Mr. RANDOLPH) introduced the following bill; which was read twice and referred to the Committee on Commerce

ABILL

To direct the Federal Communications Commission to establish regulations prohibiting certain broadcasting of advertising of cigarettes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*
3 That part I of title III of the Communications Act of 1934 is
4 amended by inserting at the end thereof a new section as
5 follows:

**6 "PROHIBITION OF CERTAIN BROADCASTING OF ADVERTISING
7 OF CIGARETTES**

8 "SEC. 331. The Commission shall establish, and make
9 effective not later than six months after the effective date of
10 this section, such regulations as may be necessary to (1) pro-

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1 hibit any licensee from broadcasting any advertising of ciga-
2 rettes between such hours and in connection with such types
3 of programs as the Commission determines would be most
4 likely to influence children of elementary or secondary school
5 age, and (2) regulate the total amount of such advertising
6 broadcast to such extent as the Commission determines for
7 the purpose of protecting the health and welfare of the public,
8 and particularly children of elementary or secondary school
9 age."

ARTICLE

Article of Regulation Limitation (Article 10) with regard to advertising to protect children of elementary or secondary school age.

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By Mr. KENNEDY of New York and
Mr. RANDOLPH

SEPTEMBER 12 (legislative day, SEPTEMBER 11), 1967
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